

STATE OF CALIFORNIA
EARL WARREN, Governor
DEPARTMENT OF NATURAL RESOURCES
WARREN T. HANNUM, Director



DIVISION OF MINES
Ferry Building, San Francisco 11
OLAF P. JENKINS, Chief

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THE NEED FOR MARKETING INFORMATION ON CALIFORNIA MINERALS

There exists today a great gap in general technical knowledge between the needs and specifications of industry, and the availability of local sources of required raw mineral materials. If this economic coordination can be effected by such an agency as the State Division of Mines, an unlimited storehouse of wealth can be released in this State.

Some progress toward this end has already been made by the Division of Mines through publication of its Bulletin 156, "Mineral Commodities of California". This book is in great demand both by industry and by public information agencies, and serious interest is being shown by groups such as the Mining Committees of the San Francisco and Los Angeles Chambers of Commerce, who are asking the Division of Mines to speed up its program of economic mineral studies.

The intricate problems in economics of the development, marketing, and utilization of nonmetallic minerals are not found in metal-mining where gold is taken to the mint for sale at a fixed price or where metallic concentrates of lead, zinc, copper, silver are sent direct to the smelters. Every industry which uses raw mineral materials, such as limestone, aggregates, clay, salines, and structural materials, requires specifications to be followed; these specifications are based on utilization, location, and cost of the products. If all these specifications were made known to the Division of Mines, a more effective and authoritative information bureau could be maintained to answer the questions of mineral producers in helping them to find a market for their products.

It is indeed fortunate that the State of California has been endowed with deposits of nearly every known mineral, making it capable of being nearly self-sustaining in providing its various industries with the raw mineral materials they need.

California's annual production of mineral wealth now exceeds one billion dollars, which is nearly three times the dollar value recorded a decade ago. As the population doubled the mineral production trebled. The population is still rapidly increasing and the State must keep in step to provide the industrial minerals needed. Fortunately it has an unlimited capacity to provide many of the basic minerals needed in industry, such as salines, limestone, aggregates, and minerals for the ceramic industry.

There are many examples of new wealth being created in the State by the finding of new uses for minerals and rocks which heretofore had no particular value. There are many examples of needs of industries for minerals, the rigid specifications for which have not yet been met. These specifications have to do with grade, quantity, and location of market. There are many examples of mineral materials being imported, while